

## **Town of Erie Internet Standards and Guidelines**

### **Disclaimer**

The Town of Erie maintains an Internet Site for the purpose of providing Town residents and other interested parties with convenient and immediate access to information about the Town of Erie. This is a service that is continually under development, and despite efforts to keep the information timely and accurate, users should be aware that the information available on this Web site may not be timely, accurate or complete, and may not reflect official positions of the Town.

The Town of Erie expects that online transactions are secure, and that all material aspects of the site function properly. However, the Town of Erie makes no warranties whatsoever in relation to the site, and users rely upon it at their own risk. The Town of Erie specifically disclaims the warranties of merchantability and fitness for a particular purpose.

With respect to documents available from this server, neither the Town of Erie nor any of its employees assumes any legal liability or responsibility for the accuracy, completeness, or usefulness of any information disclosed, or represents that its use would not infringe privately owned rights.

The Town of Erie reserves all other rights.

Please feel free to notify the [webmaster](#) of any errors that come to your attention as you use this Web site.

### **Purpose**

The purpose of establishing Internet Standards and Guidelines is to provide an environment where best practices and uniform procedures will be followed by Town of Erie employees related to the creation and maintenance of content on the Town's Internet Site. These standards encompass all activities associated with building, using, and maintaining this Web site.

The Town of Erie Internet Standards and Guidelines will be created by the Communications and Information Services Division staff and approved by the Town Administrator. Once approved by the Town Administrator, the standards and guidelines will be posted on the Town's Internet Site.

### **Administration of Standards**

The Communications and Information Services Division staff will monitor compliance and make necessary changes to the standards. The standards will be distributed to all employees with responsibility for Internet Site maintenance and these individuals are expected to follow the standards. All new content will be expected to meet the standards. Existing content will be expected to meet the standards as they are updated, modified, or replaced.

## **Privacy Statement**

The purpose of the statement is to inform users of this site with regard to the collection and use of personally identifiable information. For the purposes of this statement "personally identifiable information" means any information relating to an identified or identifiable individual who is the subject of the information.

Residents do not have to provide personal information to visit the Town of Erie's Portal to read, download or print information. Government agencies may request personally identifiable information from you in order to provide specific services that you request. Any information collected for that purpose would be only that which is necessary to provide those services and will be handled, as it would be on an in-person visit to a government office.

In order to provide new services, design a more customer friendly site and facilitate access to it, the Town of Erie uses statistical analysis of traffic on the site. Information that is not personally identifiable such as IP (Internet Protocol) numbers, browser types and versions are collected and used for this purpose. The site does not attempt to associate this data with information that is personally identifiable.

## **Public Disclosure**

As a governmental agency, we are governed by open records laws. Any information that we receive through use of our site is subject to the same provisions as information provided on paper. Otherwise, we do not share personal identifying information with any third party without your permission. We disclose only in aggregate form our statistical analyses or demographics of users to third parties.

This information is not reported or used in any manner that would reveal personally identifiable information, and will not be released to any outside parties unless we are legally required to do so in connection with law enforcement investigations or other legal proceedings.

## **Content Pushing**

Content pushing is the automatic delivery of applications and information to users and includes the use of broadcast e-mail (i.e., Erie News Updates, Board of Trustees Action Items, Media Releases, etc...). Such services will be provided only with the prior authorization of the citizen. Citizens will be able to remove themselves from that service at any time via the World Wide Web. Choosing one service does not constitute choosing all services. When choosing a service, the citizen will be informed of exactly what service they are requesting, what information is required in order to provide that service, and how to subsequently remove themselves from that service should they choose to do so.

The content of all broadcast e-mail shall be subject the requirements and limitations of the Town of Erie Internet Standards and Guidelines.

## **Erie Government Television**

The Town of Erie's Local Government Access Channel, Comcast Channel 8, is transmitted via the internet on the Town's website [www.erieco.gov](http://www.erieco.gov). Erie Government Television programming is subject to the limitations of [Channel 8 Objectives and Guidelines](#).

## **Use of Constituent E-Mail Addresses**

E-mail addresses obtained as a result of a request to the Town's Internet Site will not be sold or given to other private companies for marketing purposes. E-mail or other information requests sent to the Town's Internet Site may be maintained in order to respond to the

request or to forward the request to the appropriate department. Individuals may be able to receive updates on issues important to them, but only if they choose to "opt-in" to that specific service. By "opting-in" to one such service they do not "opt-in" to other services. Should they subsequently choose not to receive such informational updates via e-mail they can remove themselves at any time.

### **Security Policy**

The Town of Erie is committed to security and accuracy of personally identifiable data that is either available from or collected by our Internet Site, and has taken reasonable precautions to protect personally identifiable information from loss, misuse or alteration. Any third parties responsible for this information are committed to the same principles, and also are required by contract to follow the same policies and guidelines as the Town of Erie in protecting this information.

This site uses a secure server for conducting online services. Some information that you submit through this Web site is protected by encryption technology, some is not. As a general rule, all personally identifiable information is encrypted at submission time. Current browsers also provide visual cues to the visitor that a site or page is secure.

Personal information on this site is secured and only those employees who monitor the status of the computers, or perform routine maintenance are allowed access. If you submit information to our server through a Web page that contains visible indicators of active encryption technology, we will take reasonable precautions to safeguard the confidentiality of such information. However, no Web site can protect itself against all eventualities.

The user of this Web site agrees by its Web site use that the Town of Erie, its officials and employees will not be liable for any injury caused by the disclosure of your information, whether by security breach, accident, inadvertence, or any other act resulting in disclosure.

Unauthorized attempts to upload information or change information on this Web site are strictly prohibited and may be punishable under all state Computer Trespass laws and federal statutes including the Computer Fraud and Abuse Act of 1986 and the National Information Infrastructure Protection Act.

### **Online Profiling**

Online Profiling is the practice of aggregating information about resident's preferences and interests, gathered primarily by tracking their movements online, and using the resulting citizen profiles to create targeted content on Web sites. The Town of Erie does not conduct or participate in online profiling.

### **Linkage Policy**

The documents on this web site contain hypertext pointers (or "links") to information created and maintained by other public and private organizations. Please be aware that the Town of Erie does not control or guarantee the accuracy, relevance, timeliness, or completeness of this outside information. Further, the inclusion of pointers to particular items in hypertext is not intended to reflect their importance, nor is it intended to endorse any views expressed or products or services offered by the author of the reference or the organization operating the server on which the reference is maintained. The Town of Erie makes every reasonable effort to assure that it does not link directly to Web pages that contain obscene, scurrilous, or otherwise objectionable material. If you encounter objectionable material on this page or on any linked page, please notify the [webmaster](#) of this site immediately.

Links are limited to those which provide information to the public and relate directly to the services and functions that the Town provides to its citizens. The links are not intended to create a forum for discussion on issues, topics, or politics. Therefore, the Town policy is that links on Town Web pages are for informational purposes only and must be:

1. Sites of other governments, including agencies and political subdivisions thereof;
2. Sites of vendors contracted with the Town which provide access to Town services via the Internet;
3. Sites of non-profit organizations contracted with the Town which provide services to the Town's citizens (i.e., a link to the Erie Chamber of Commerce Special Events Calendar which may serve as a posting site for announcements of community events); or
4. Sites of professional associations which are directly related to or govern the professionals employed by the Town in their provision of services to the Town's citizens and employees

When users click on a link to an outside Web site, they are leaving the Town of Erie Web site and are subject to the privacy and security policies of the owners/sponsors of the outside Web site.

Users are advised that the linked sites are not under the control of the Town of Erie and the Town is not responsible for the contents of any linked site or any link contained in a linked site, or any changes or updates to such sites. The Town is not responsible for Webcasting or any other form of transmission received from any linked site.

Each request for a link on any Town Web page shall be considered by the Communication and Information Services Staff, and shall be granted or denied based upon the requirements set forth above.

### **Promotion**

Promotion on the Town Web site is temporary in duration and restricted to the conditions of the Town's Municipal Sponsorship Marketing Policy (Resolution No. 06-38) and the Erie Parks & Recreation Department Sponsorship/Advertising Policy.

### **Official Posting Locations**

The Town of Erie maintains this Internet Site for the purpose of providing Town residents and other interested parties with convenient and immediate access to information about the Town of Erie. However, the Town's Internet Site is not the official posting location for Town meetings, notices, Public Hearings, etc.... The Town's official posting locations are approved by the Town of Erie Board of Trustees annually. Current official posting locations are Erie Town Hall and the Erie Post Office. For more information, please contact the [Erie Town Clerk's Office](#).

### **Online Calendars**

The Town of Erie maintains online calendars on its website for the purpose of providing information to the public on matters related directly to the services and functions that the Town provides to its citizens. Information and notices on these calendars are limited to:

1. Town of Erie Board of Trustees and advisory board/commission meetings, study sessions and events;
2. Town of Erie sponsored events (i.e., Erie Police Department or Department of Public Works events, Erie Community Center activities, etc....);and

3. Major community events funded by the Town of Erie where the Town is recognized as a co-sponsor contributing \$10,000 or more in cash and/or in-kind services.

The Town of Erie shall provide a link to the Erie Chamber of Commerce Special Events Calendar which serves as a posting site for announcements of general community events which are not official or sponsored events of the Town. When the Town receives requests for promoting general community events, staff will reference the Erie Chamber of Commerce calendar and direct the requestor to the Erie Chamber of Commerce.

### **Altering Forms Warning**

Unauthorized attempts to upload information or change information on this Internet Site, including unauthorized alterations to the wording of any online forms available on the site, are strictly prohibited. Alteration of the wording of downloadable or online forms renders the forms invalid. Unauthorized interference with the operations and functions of this Internet Site, by electronic or other means, is strictly prohibited. Any attempt to use any information, feature, or other aspect of the site to engage in criminal conduct will be vigorously prosecuted. Any unlawful actions may be subject to criminal prosecution under the Computer Fraud and Abuse Act of 1986, and other criminal laws, and may also result in civil liability.

### **Town of Erie Employees**

Nearly all Town employees will have some interaction with the Town's Internet Site. Many employees will be responsible for maintaining the site. These responsibilities will include creating content, storing content, designing e-forms, developing Web applications of varying sizes, maintaining the server hardware and network, maintaining security, providing user support, etc. Any employee who has involvement beyond being a user should be familiar with these standards.

### **Copyright**

While the Town of Erie provides the information on this server to anyone, we retain copyright on all text, graphic images, and other content. This means that you may not: distribute the text or graphics to others without the express written permission of the Town of Erie; "mirror" this information on your server without our permission; or modify or re-use the text or graphics on this system. You may print copies of the information for your own personal use and; reference this server from your own documents. Commercial use of the materials is prohibited without the written permission of the Town of Erie. In all copies of this information, you must retain this notice and any other copyright notices originally included with such information.

The Town of Erie reserves all other rights.

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### **Feedback**

If you have any questions or comments regarding the Town of Erie Internet Standards and Guidelines, please contact us. The Town may choose to amend the information in the privacy policy at any time without notice. Any substantial change in the way identifying information is used will be prominently displayed on the Town's Web site. [webmaster](#)

Last Updated – January 6, 2009